

On page 12, line 13, between "invention," and "database", please insert --
wh rein--.

On page 14, line 20, between "include" and "video", please insert --a --.

On page 14, line 23, between "include" and "theme", please insert --a --.

On page 15, line 23, please replace "includes a" with --includes an--.

On page 16, line 16, please replace "includes" with --include--.

IN THE CLAIMS

Please cancel claims 31-42 without prejudice.

Please add the following new claims:

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- 1 43. (New) A graphical user interface (GUI) for presenting data associated with an
2 entertainment program, comprising:
3 textual data about the entertainment program; and
4 a first multimedia identifier corresponding to the entertainment program and
5 selectable to deliver associated entertainment system data, the entertainment system
6 data receivable from a plurality of sources in a plurality of source-specific multimedia
7 data formats and stored in a first location in association with the first multimedia
8 identifier according to a translated unitary data format.
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- 1 44. (New) The graphical user interface (GUI) of claim 43, wherein the stored
2 entertainment system data further comprises a plurality of traits wherein each trait
3 includes an identifier portion to provide a generic description of the trait and a data
4 portion to provide specific data related to the trait.

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1 45. (New) The GUI of claim 43, wherein the entertainment system data include
2 radio station information.

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1 46. (New) The GUI of claim 43, wherein the first multimedia identifier is selectable to
2 deliver a critique of the entertainment program to be rendered responsive to selection of
3 the first multimedia identifier.

1 47. (New) The GUI of claim 46, wherein the GUI further comprises a second
2 multimedia identifier corresponding to a theme song of the entertainment program to be
3 rendered responsive to selection of the second multi-media identifier.

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1 48. (New) The GUI of claim 46, wherein the GUI further comprises a second multi-
2 media identifier corresponding to a video clip of the entertainment program to be
3 rendered responsive to selection of the second multi-media identifier.

1 49. (New) An apparatus comprising:
2 a storage medium having stored thereon a plurality of programming instructions
3 to render a graphical user interface (GUI) for presenting data associated with an
4 entertainment program, wherein the GUI includes a first multimedia identifier
5 corresponding to the entertainment program and selectable to deliver associated
6 entertainment system data, the entertainment system data receivable from a plurality of
7 sources in a plurality of source-specific multimedia data formats and stored in a first

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8 location in association with the first multimedia identifier according to a translated
9 unitary data format.

1 50. (New) The apparatus of claim 49, wherein the entertainment system data further
2 comprises a plurality of traits wherein each trait includes an identifier portion to provide
3 a generic description of the trait and a data portion to provide specific data related to
4 the trait including a location where the specific data may be found.

1 51. (New) The GUI of claim 49, wherein the entertainment system data includes
2 radio station information.

C 1 52. (New) The apparatus of claim 49, wherein the first multimedia identifier is
2 selectable to deliver a critique of the entertainment program to be rendered responsive
3 to selection of the first multimedia identifier.

1 53. (New) The apparatus of claim 49, wherein the GUI further comprises a second
2 multi-media identifier corresponding to a theme song of the entertainment program to
3 be rendered responsive to selection of the second multi-media identifier.

1 54. (New) The apparatus of claim 49, wherein the GUI further comprises a second
2 multi-media identifier corresponding to a video clip of the entertainment program to be
3 rendered responsive to selection of the first multimedia identifier.

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1 55. (New) An apparatus for presenting data associated with an entertainment
2 program, comprising:
3 a data parser to receive a plurality of entertainment system data associated with
4 the entertainment program from a plurality of sources in a plurality of source-specific
5 multimedia data formats, and to translate the entertainment system data into a unitary
6 data format;
7 a data engine to receive the translated entertainment system data from the
8 parser and store the translated entertainment system data into a database according to
9 one of a plurality of database storage formats; and
10 a graphical query interface to access the entertainment system data stored in the
11 database and present the entertainment system data as one or more selectable
12 multimedia identifiers corresponding to the entertainment program.

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1 56. (New) The apparatus of claim 55, wherein the entertainment system data
2 includes radio station information.

1 57. (New) The apparatus of claim 55, wherein the unitary data format includes an
2 identifier portion to provide a generic description of the entertainment system data and
3 a data portion to provide specific information related to the entertainment system data.

1 58. (New) The apparatus of claim 57, wherein the data portion includes a uniform
2 resource locator (URL) associated with data in a second location external to the
3 database.

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- 1 59. (New) The apparatus of claim 55, wherein each of the one or more selectable
2 multimedia identifiers is selectable to deliver at least one of a critique of the
3 entertainment program to be rendered, a theme song of the entertainment program to
4 be rendered, and a video clip of the entertainment program to be rendered.
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